



**NOAA
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Office of Science
and Technology

Economics and
Social Analysis
Division

Marine Recreational Bait & Tackle Economic Survey

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Overview

- Economic survey of marine bait & tackle stores
- Identified as a data need by industry groups – American Sportfishing Association, Big Rock Sports (wholesaler)
- Response to impacts of red snapper closures
 - ASA study - 1,200 stores losing \$10 million in 6 months
- Similar concerns over other closures, marine protected areas



Overview

- Covering all 23 coastal states
- Goal to collect baseline economic data
 - Costs and gross sales, employment
 - Sales & profit margins by bait & tackle categories
 - Fisheries targeted by customers
 - Factors effecting businesses
- Will use data for economic impact analyses



Progress to Date

- Sample frame
 - Fishing license vendors as proxy
 - Lists acquired from all 23 states
- Drafted FAQ sheet, questionnaire, request for proposals
- Planning to use mail and internet surveys
- Received industry feedback at Big Rock Trade Show and from ASA
- Federal Register notice out for comment until Feb 21st (FR 77432)

Project Tasks & Timeline

- RFP to contractors February 3
- Finalize sample frame February 15
- Submit PRA package February 28
- Select contractor March 3
- Seek industry feedback February - April
- Finalize survey instruments April
- Select final sample May
- Conduct survey June through August
- Analysis & report Fall 2014

Bait & Tackle Categories

- Live bait
- Dead bait, fish
- Dead bait, non-fish
- Artificial lures
- Terminal tackle
- Bottom rigs
- Trolling rigs/teasers
- Fishing line
- Rods and reels
- Fish handling hardware
- Accessories
- Tackle boxes
- Fishing apparel



Cost Categories

- Building rent/mortgage
- Employee payroll
- Facility & equipment maintenance
- Utility expenses
- Communications
- Inventory
- Marketing/advertising
- Professional services
- Insurance
- Taxes
- Licensing fees
- Shipping fees



Factors Effecting Business

- Fisheries regulations/closures
- Other government regulations
- Changes in fishing participation
- Fish stock status
- Changes in operating costs
- Internet sales
- Customer loyalty



Issues for discussion

- Best ways to get industry feedback?
- Q1: Are we missing any major business categories?
- Q2: Will businesses give us this data?
- Q4/8: Do any categories need to be modified? Should we include clamming? Spearfishing?
- Q10: Are we missing any major regional fisheries? Would they be better categorized by gear/methods as in HI example?
- Q11: What other issues should we include?
- Q13: Are we missing any? Can some be combined?

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